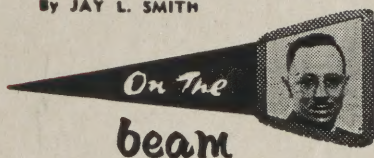


Industry Honors Oscar Hanson

By JAY L. SMITH



The most striking feature of the past week's industry meetings, which included the annual meeting of the Motion Picture Theatres Association of Ontario, the National Committee of Motion Picture Exhibitors Associations of Canada, and the Motion Picture Industry Council of Canada, was the change in relationship between exhibitors and distributors, particularly in comparison with the past two years, when virtually every exhibitor group was up in arms against the distributors.

This year, the story was entirely different, with exhibitors and distributors meeting in the most friendly atmosphere, and discussing mutual problems without any apparent malice aforesaid.

In talking with several of the leading independent exhibitors, I was told that in virtually every single instance in the past year where an exhibitor was really faced with an impossible film deal, he received adjustments from the distributor involved. The result is that today, exhibitors are willing to accept the fact that producer-distributors have their problems, just as exhibitors have theirs, and a mutual respect for each other's difficulties cannot help but result in more equitable film deals.

J. Duane McKenzie of Estevan, President of the Saskatchewan Motion Picture Exhibitors Association, who for the past two years carried the ball for his association against what exhibitors termed unfair distributor practices, publicly acclaimed the improved relationship between exhibitors and distributors in his province, and at the luncheon tendered the exhibitors by the Canadian Motion Picture Distributors Association, A. W. Shackelford of

(Continued on Page 3)

Premier Leslie Frost Presents "Pioneer Of The Year" Award

Toronto: Amid the cheers of some 400 Pioneers and members and friends of the Motion Picture Industry, Oscar R. Hanson, one of the three original founders of the Canadian Picture Pioneers, and for years Chairman of the Pioneers' Benevolent Fund, received the 1956 CPP Award as the "Pioneer of the Year," from the hands of his good friend, the Prime Minister of Ontario, the Hon. Leslie M. Frost.

The Award was given this year to Oscar Hanson because, in the opinion of the judges, "his many contributions to his chosen field have left indelible marks on the operation of our industry. . . . Because he is a man who has not per-

(See HANSON Page 4)

Kunitzsky Wins Again

Montreal: Sam Kunitzsky's Montreal Branch, for the fourth time this year, has copped a major prize in a United Artists sales competition. Several weeks ago, the Montreal crew were announced as second prize winner in the UA Week Contest, and during the recently completed Fifth Anniversary Drive, the Montreal Branch won the first and third laps of that Drive. Now

(See KUNITZSKY Page 4)

Hollywood, Toronto Going First Run, As Famous Buy Out Partners

Toronto: It is reliably reported here that Famous Players Canadian Corp. are acquiring the 1709-seat Hollywood Theatre, located on north Yonge St., near St. Clair Ave., from their associates, the Allens, who operate the Hollywood as a Premier Theatre. It is understood that the Allen interests in the theatre will be bought out by Famous Players, and the Hollywood will then become a first-run Famous Players outlet, day-and-date with two other F-P houses, probably the 1485-seat Palace, and the 1385-seat Runnymede.

Opened originally in 1931, the Hollywood was the first theatre to be built in Toronto following the introduction of talking pictures, and was generally acclaimed at the time of its opening as the most perfect acoustically designed theatre in the city. At that time, the Hollywood had a seating capacity of approximately 1,000.

A few years ago, a second auditorium was added to the Hollywood adjacent to the existing auditorium, but with the one entrance lobby and foyer serving both auditoriums. This raised the Hollywood seating

(See FAMOUS Page 4)

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New B.C. Theatre

Vancouver: Fred Steffin, who operates the Century Theatre at Bonnyville, Alta., will open his new Pen-Mar Theatre, at Penticton, B.C. fruit district town, in December. A 700-seater, the new theatre will be competition for Famous Players' Capitol.



Oscar R. Hanson, winner of the 1956 "Pioneer of the Year" Award, seen with Mrs. Hanson, and Canadian Picture Pioneers President, Morris Stein.

N. A. Taylor, Chief Barker, Variety Club Tent 28; Dan Krendel, 1st Ass't Chief Barker; Jack Fitzgibbons, 2nd Ass't; Chet Friedman, Property Master; Al Troyer, Dough Guy.

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Music by MAX STEINER



Fire Razes 'Peg Beach Theatre

Winnipeg: George Ferley, 10-year-old son of theatre owner John Ferley, was credited with saving the members of his family during a flash fire which broke out in the Highway Theatre, Winnipeg Beach, on Saturday morning, Nov. 17th. The theatre building, in which the family lived, was razed. Cause of the fire is unknown. George woke about 3:30 a.m. to find the building in flames. He roused his parents, and with his younger sister made his way out of the building. Neighbors and firemen were able to save some furniture and clothing, and the blaze was prevented from spreading to adjoining summer cottages. Loss was estimated at \$15,000, which is partially covered by insurance. The building, built some 20 years ago, was originally a resort hotel, but was remodelled a few years ago as a theatre.

Loew's Dividend

Toronto: Marcus Loew's Theatres Limited, Toronto, has declared an extra \$1 dividend which will be paid along with the regular \$1 payment for the fourth quarter of 1956.



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*ASSOCIATED SCREEN NEWS
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Across the Country

Toronto

Very few drive-ins were continuing to operate in Ontario with Christmas only a month away. The Auto-Sky at Ottawa suspended operations last week with the announcement: "We're Closin', Because We're Frozen". The Windsor D-I and the Clappison were among those operating two nights weekly on Friday and Saturday.

A number of Ontario units of Odeon Theatres (Canada) Limited are featuring two-day engagements of a touring stage show called the Harlem Rock 'n' Roll Revue, the dates including St. Catharines, Brantford and London. For the performances Nov. 28-29 at the Odeon Theatre, London, the stage was enlarged to accommodate the presentations. Incidentally, Manager Ken Davies and staff of the London house were presented with a courtesy plaque from the JARO headoffice, the ceremony being conducted by District Manager Steve McManus.

Maritimes

F. Gordon Spencer attended the meetings of the Motion Picture Industry Council held last week in Toronto, and accepted the special Pioneer Award for James Whitebone, who was unable to make the trip to Toronto.

William Boudreau, manager of the Capitol Theatre, Dalhousie, N.B., has been elected President of the Knights of Columbus Club in Dalhousie. He is also President of the town's Rotary Club, and is on its Board of School Trustees.

Winnipeg

With winter setting in a number of smaller theatres are closing, either part time, or for a few months. The theatre in Elbow, Sask., has closed their doors Tuesday and Wednesday in November and December, and will close altogether for January, February and March. The theatre in Lake Lenore will be closing shortly for the winter months, while theatres at Rouleau and Yellowgrass have already closed.

Mrs. M. O. Miniely takes over the Community Theatre at Yellowcreek, Sask., from W. Lasko.

Messrs. Harry and Bob Hurwitz spent a few days in Toronto where they attended various meetings and functions, as delegates of the Manitoba Exhibitors' Association.

Charlie Krupp, Associated Theatres, and Sam Swartz, Garry Theatre, also spent a few days in Toronto, taking in Pioneer meetings, etc., as well as the Grey Cup game.

The Crescent Theatre, Winnipeg, will close on November 30th.

Mrs. Rosalee Brisson, booker at Western Theatres, leaves the Company at the end of the year. Mr. Al Smith (Smitty), formerly of 20th Century-Fox and M.G.M. becomes the new Western Booker, as of Monday, Nov. 26th.

Vancouver

W-B's "Giant" is just that at the Orpheum, a real blockbuster, which is making it tough for everything else downtown. It looks like a new house record. To date, it's running ahead of "War and Peace" grosses which were also solid for four weeks. "Ack" had to ring in an extra show late Saturday night, with patrons getting home around 2 a.m.

Charlie Chaplin gave the small seat Studio the best week's business in a year on the reissue of "The Gold Rush" at 90c top.

On the Beam

(Continued from Page 1)

Lethbridge, Alta., thanked the distributors on behalf of all the exhibitors, not only for the luncheon, but for the fair manner in which they have been dealing with the exhibitors this past year.

While there is still a long way to go before exhibitors and distributors in Canada can have a complete understanding of each other's problems, a big step in the right direction has apparently been made.

Now, perhaps, exhibitors and distributors will combine to publicize and exploit the many outstanding motion pictures that are reaching our screens, now and in the months to come, and with both branches of the Industry working together, it should be no problem to win back a good portion of that so-called lost audience that we once had or to gain a new one.

One positive action that can result in many new or renewed theatregoers, is the so-called Oscar Derby, or Academy Award Contest, sponsored last year by the Publicity Committee of the Motion Picture Industry Council. So successful was it last year, that even before it was over, exhibitors, participating newspapers and prize donors expressed a desire to see it continued on an annual basis.

The report given to the Industry Council by the Chairman of the Publicity Committee, Charles S. Chaplin, so definitely demonstrated the value of the contest that the Council not only voted to continue the project, but appointed H. C. D. Main as special co-ordinator to handle the many details involved in getting the campaign going.

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FAMOUS

(Continued from Page 1)

capacity to 1,709, making it the sixth largest theatre in the Queen City, exceeded only by the Imperial (3,373), the Uptown (2,743), Shea's (2,836), the Odeon-Toronto (2,318), and Loew's (2,096).

The Hollywood has for years operated on a double-bill policy, and with its dual auditoriums, it has been possible for patrons to choose which of the two features they wish to see first when entering the theatre. It is believed that when the theatre is taken over by Famous Players and converted to a de-luxe first-run, it will operate on a single-bill policy.

For years the Hollywood was one of the most profitable outlets for first-run British films, and a number had spectacular engagements at the Allen house. However, just a few years ago, Odeon Theatres opened the Hyland, a 1,357-seat de-luxe, almost next door to the Hollywood, and proceeded to release first-run J. Arthur Rank features in the new theatre. This cut into the Hollywood's British film patronage considerably, although the Allens still continued to show several first-run English features per year at the Hollywood, as well as having some very successful first-run engagements with off-beat French and Italian films, some dubbed in English, others with English titles. The balance of the playing time was taken up with subsequent runs of American and British product.

The policy of the Hollywood, for years, has to say the least been flexible. If a picture continued to draw, it could run for weeks at the Hollywood. If it failed to draw, it could come out after one night, or even after one matinee. At one time, it was a standing joke that the Hollywood manager never knew what was playing until he checked with his head-office at noon. However, Herb Allen and Sol Allen, who between them looked after the buying and booking of the Hollywood, have made very few mistakes since the house was first opened, and as a result the theatre has consistently shown a substantial profit.

Tentative date for switch-over of the Hollywood to Famous Players is reported to be December 21st. Announcement in respect to possible personnel changes is expected within the next week or ten days.

Acquisition of the Hollywood is only the first move on the part of Famous Players to strengthen their position in Toronto, with the pending loss of Shea's, and the apparent tie-up of the University for many months with "The Ten Com-

Records Scuttled By New British Film

Toronto: Following a glittering Royal Performance and a spectacular premiere, "The Battle of the River Plate" has now set an all-time record for any Rank Organization film in its opening week at the Odeon Theatre, Leicester Square, London, according to reports received at JARO offices here.

It has even beaten the record set by "Reach for the Sky," which in Britain alone has cracked over 150 house records and continues to set many new ones in Canada.

"The Battle of the River Plate," a spectacular movie version of the defeat of the German pocket battleship "Graf Spee" in December, 1939, is in VistaVision and Color by Technicolor.

Starring John Gregson, Anthony Quayle, and Peter Finch as Captain Hans Langsdorff, the Rank Organization movie will have a simultaneous Christmas premiere in the following Canadian cities: Toronto, Vancouver, Ottawa, London, Winnipeg, Victoria.

Joey Faye Cast

New York: Joey Faye, one of Broadway's best known comedians, will play an important role in "Cross-Up," which William Berke is producing and directing for United Artists release. The picture, being shot in its entirety in New York, stars George Montgomery and Geraldine Brooks. Faye was previously seen on the screen in MGM's "The Tender Trap."

mandments." A number of other deals are reported to be under consideration, or negotiation, but nothing definite has been set at this writing.

One possible factor holding up important decisions is the Toronto Civic Election, which is scheduled for next Monday. On the ballot is another attempt to get the voters to approve construction of a new City Hall on the site where Shea's Theatre now stands. If this proposition is again turned down by the voters, it is possible that City Council may grant Shea's another stay of execution, so to speak, and Famous might keep possession of the Bay St. showplace for another year. However, there is nothing definite to indicate that City Council, even if the City Hall is turned down, may not still insist that Shea's be torn down, and the Civic Square constructed. It is hoped that within the next two weeks all these questions will be settled, if not once and for all, at least for the next few months.

HANSON

(Continued from Page 1)

mitted his success of the past to obliterate his concern for the present and because his dedication to human welfare has increased his stature as a human being."

Mr. Frost presented the Award to both Mr. and Mrs. Hanson, stating that without the valiant support and encouragement given Oscar by his charming wife, he would never have been eligible for the Award.

The Premier expressed great personal satisfaction in being invited to present the Pioneer of the Year Award, both because of his own association with the film industry, as a result of his twelve years as Provincial Treasurer, under whose jurisdiction the Censor Board operates, and also because of his and Mrs. Frost's long personal friendship with Mr. and Mrs. Hanson.

Although he told little of Oscar's history within the Industry, Mr. Frost did reveal that Oscar made his start in the film business as a singer of illustrated songs in a nickelodeon at Jacksonville, Ill., back in 1913.

In accepting the Award from the Pioneers, Oscar Hanson paid tribute to his co-founders of the Pioneers, the late Editor and Publisher of The Digest, Ray Lewis, and the former Canadian General Manager for Universal Pictures, the late Clair Hague. He also paid tribute to a number of other leading Pioneers no longer with us, including Leo Devaney, Jim O'Loughlin, Earl Lawson, and others. And he had particular praise for the Pioneer Benevolent Fund, which looks after the needy of our own Industry. Since its inception, the Benevolent Fund has proven a life-saver for dozens in the Industry, and any one of these cases, Oscar Hanson stated, justified the existence of the CPP.

Hy Swartz, President of the Winnipeg Branch of the Pioneers, accepted the special award given this year to the Winnipeg Branch "in recognition of their outstanding contribution to the work of the Picture Pioneers." The award was made by Nat Taylor, former President of the CPP.

F. Gordon Spencer accepted the special award on behalf of James A. Whitebone, who was voted a Pioneer Ancillary Award "honoring him for his life-long service to his country, his community and to our Industry." Mr. Whitebone, a Labor leader of National stature, is chief projectionist for Famous Players in Saint John, N.B., and the award was presented by J. J. Fitzgibbons, President of Famous Players, and himself recipient of

KUNITSKY

(Continued from Page 1)

they have emerged as first prize winner for their group in the overall results of the Fifth Anniversary Drive. Each member of the Montreal UA staff will receive a bonus of three weeks' salary as their reward for winning the Drive. This bonus, added to the two weeks' salary won in the UA Week Contest, and the additional money won in the two laps which Montreal topped, should make Sam Kunitzsky and his staff the highest paid film employees in Canada for 1956.

NFB Staff Changes

Montreal: The National Film Board has announced further changes of senior distribution staff following the recent appointment of C. W. Marshall, Chief of the Canadian non-theatrical branch, to the new post of representative in South East Asia.

John Duerkop, senior representative in New York, will transfer to Saskatoon as supervisor of the Prairie Region, replacing C. W. Gray who will fill the office vacated by Mr. Marshall.

The New York position will be occupied by J. W. Cosman, Chief of the International Distribution Division. T. V. Adams, Mr. Cosman's present assistant, will succeed him. All the changes will take place early in the new year.

CAPAC Ups CBC Fees

Toronto: The Composers, Authors and Publishers Association of Canada has given notice at Ottawa that it proposes to make an increase in performing-rights fees to be collected from the Canadian Broadcasting Corp. during 1957. No change is proposed in the CAPAC tariff for privately-owned broadcasting stations. The schedule for the CBC is expected to produce revenue in excess of \$256,000, it is stated. No mention is made of proposed changes for theatre fees.

the Pioneer of the Year Award just a few years ago. In accepting the award on Mr. Whitebone's behalf, Gordon Spencer, Managing Director of F. G. Spencer Co. Ltd., the Maritimes' leading theatre circuit, stated, "Back home we always considered Jim the nation's most distinguished projectionist. This proves it."

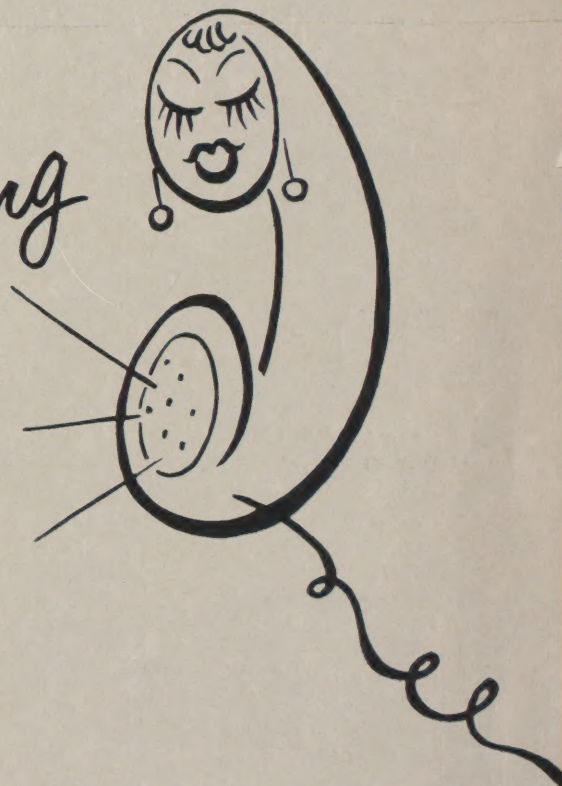
Morris Stein, President of the Canadian Picture Pioneers, acted as Toastmaster for the evening and did a particularly fine job, keeping his own speech-making to a minimum and yet capably introducing each of the speakers in turn.

George Oullahan deserved a vote of thanks for his work as co-ordinator of the Dinner.



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